

Member Association

Learning from Others: How adapting your services to meet your members' needs can truly improve lives.

This non-profit member association and Fineline Printing Group used technology and customer research to reduce membership confusion and shift a focus to education.

This engaging case study reinforces the importance of listening to member needs and adapting communications and production to address these needs.

Situation

This member association produces a number of print communications for its 285,000 member-base, including quarterly statements that detail financial investments of its members.

The client had recently conducted a member survey that uncovered wide-spread dissatisfaction with the statements, namely that members had difficulty understanding the information. The client realized that the format and layout of the information needed an overhaul. They also wanted to use color to better communicate the graphs. The client designed a mock-up of what their members wanted and then they needed to find a partner to produce the new format on a mass scale.

The client's current provider and another vendor were not able to handle the color variable data and other aspects of the project or provide competitive pricing. They then turned to Fineline who was doing most of their other printing needs.

Solution

Fineline met with this client on several occasions to thoroughly understand their internal processes, existing data structure, and the needs uncovered by the member survey. Fineline's information technology staff created custom templates based on how the client wanted to see the information populated on the statement. This included various charts and legends that would change based on the variable data.

Fineline was also able to consolidate the four statements—that used to run separately—into one larger run, significantly reducing errors and increasing efficiencies.

This project utilizes the following Fineline products and services:

- Printing
- Color Variable Data
- Data Programming
- Digital Library Creation
- Mailing
- Fulfillment
- Consulting

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An on-demand digital library of PDFs was also created so that when members contact the call center staff, they can now immediately access the statement in PDF form and see exactly what the member sees. It is also searchable by various criteria, like member name, to expedite the look-up of information.

As well, Fineline recommended and implemented a stepped mail delivery schedule that resulted in a more predictable and manageable level of call activity.

Outcomes

By integrating workflow to customer processes, using color variable data, streamlining and augmenting mail operations, and creating a digital library for call center operations, Fineline helped this client meet its members' needs—while saving them money. The end result is an enhanced product that is improving the quality of life for its members.

In addition, phone calls based on questions about the statements' content fell sharply. As a result, call center staff shifted their focus to education and other value-add services.

The customer lauded Fineline's quality, ownership mentality, accessibility, and highly innovative approach to the successful outcomes of this critical service to its members.

This client benefited from this engagement via:

- Expedited Statements to Members
- Eliminated Errors
- Alleviated Peak Calling Periods
- Saved Money and Time Via New Efficiencies
- Increased Member Satisfaction
- A Successful Rebrand

Fineline Printing Group is a leading commercial graphics and mailing provider in the Midwest. Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every project and look for ways to make it better or more efficient. That's why our motto is "we will not ask for your business until we can help you improve it."

